

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KUTV-TV      Salt Lake City-Ogden	<b>Date:</b> 8/30/2012
---	---------------------------

I, Media Strategies and Research,  
 being on behalf of: Jim Matheson, a legally  
 qualified candidate of the Democratic political  
 party for the office of: U.S. Congress  
 in the General  
 election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, September 04, 2012			Sunday, September 09, 2012		

**Total Charges: \$27,965.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Matheson for Congress

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Allen Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

Thursday, August 30, 2012

Date



Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

KRISTEN HENDERSON

Printed Name

POLITICAL SPECIALIST

Title



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research-Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

# Contract # 1365962

## Schedule Dates

09/04/12-09/09/12

## Advertiser

Matheson for Congress (73730)

## Agency

Media Strategies & Research-Denver (1374)

## Product

POLITICAL CANDIDATE (ns) (1186)

## Brand

September 4 through September 9 (470928)

## Salesperson

Henderson, Kristen (2948)

## Sales Office

KUTV/KMYU

## Buyer Name

/

## Phone/Fax

11756

## CPE

Local/Political Candidate Agency BRD

## Account Types

Standard

## Billing Type

## Comments

## Date Entered

08/30/12

## Last Modified

08/30/12

## Entered By

Charityce Diehl

## CO-OP

No

## Headline #

## Demo

## Order Type

Normal

## Package Deal

## Commission %

15.00

## Commission

\$4,194.75

## Net Total

\$23,770.25

## Sales Tax

## Salt Lake City (KUTV)

### By Broadcast Month

Sep. 2012

Grand Total:

## Spots

37

## Rate

\$27,965.00

## Spots

37

## Rate

\$27,965.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	09/05/12-09/05/12	1	:30	5A- News-2 News This Morning 5a			1						1	\$225.00	\$225.00	Salt Lake City (KUTV)		8/30/12
2.0	Normal Line / News	09/07/12-09/07/12	1	:30	5:30A- News-2 News This Morning 530a					1				1	\$350.00	\$350.00	Salt Lake City (KUTV)		8/30/12
3.0	Normal Line / News	09/04/12-09/06/12	1	:30	5:30A- News-2 News This Morning 530a			1		1				2	\$350.00	\$700.00	Salt Lake City (KUTV)		8/30/12
4.0	Normal Line / News	09/07/12-09/07/12	5	:30	6A- 8A (MST)					1				1	\$250.00	\$250.00	Salt Lake City (KUTV)		8/30/12
5.0	Normal Line / News	09/05/12-09/05/12	1	:30	6A- 8A (MST)			1						1	\$900.00	\$900.00	Salt Lake City (KUTV)		8/30/12
6.0	Normal Line / SPOT	09/07/12-09/07/12	5	:30	8A- CBS-This Morning (New Title)					1				1	\$115.00	\$115.00	Salt Lake City (KUTV)		8/30/12
7.0	Normal Line / SPOT	09/04/12-09/06/12	1	:30	8A- CBS-This Morning (New Title)			1	1	1				3	\$400.00	\$1,200.00	Salt Lake City (KUTV)		8/30/12
8.0	Normal Line / SPOT	09/09/12-09/09/12	5	:30	8A- CBS-News Sunday Morning								1	1	\$225.00	\$225.00	Salt Lake City (KUTV)		8/30/12
9.0	Normal Line / News	09/04/12-09/04/12	1	:30	12P- News-2 News at Noon			1						1	\$500.00	\$500.00	Salt Lake City (KUTV)		8/30/12
10.0	Normal Line / SPOT	09/06/12-09/06/12	1	:30	1P- News-Fresh Living					1				1	\$300.00	\$300.00	Salt Lake City (KUTV)		8/30/12
11.0	Normal Line / SPOT	09/05/12-09/05/12	1	:30	3:30P- Family Feud			1						1	\$200.00	\$200.00	Salt Lake City (KUTV)		8/30/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

KH

8/30/12

PAYMENT RECEIVED



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

# Contract # 1365962

**Schedule Dates** 09/04/12-09/09/12  
**Advertiser** Matheson for Congress (73730)  
**Agency** Media Strategies & Research-Denver (1374)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** September 4 through September 9 (470928)  
**Salesperson** Henderson, Kristen (2948)  
**Sales Office** KUTV/KMYU  
**Buyer Name** /  
**Phone/Fax** 11756  
**CPE** 11756  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 08/30/12  
**Last Modified** 08/30/12  
**Entered By** Chantye Diehl  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$4,194.75  
**Net Total** \$23,770.25  
**Sales Tax**

**Salt Lake City (KUTV)**  
**By Broadcast Month**  
Sep. 2012 37 \$27,965.00  
**Grand Total:** 37 \$27,965.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / News	09/04/12-09/06/12	1	:30	4p- News-2 News at 4p			1		1				2	\$600.00	\$1,200.00	Salt Lake City (KUTV)		8/30/12
13.0	Normal Line / News	09/07/12-09/07/12	5	:30	4p- News-2 News at 4p						1			1	\$135.00	\$135.00	Salt Lake City (KUTV)		8/30/12
14.0	Normal Line / News	09/04/12-09/06/12	1	:30	4:30p- News-2 News at 430p			1		1				3	\$700.00	\$2,100.00	Salt Lake City (KUTV)		8/30/12
15.0	Normal Line / News	09/07/12-09/07/12	5	:30	4:30p- News-2 News at 430p						1			1	\$150.00	\$150.00	Salt Lake City (KUTV)		8/30/12
16.0	Normal Line / News	09/07/12-09/07/12	5	:30	5p- News-2 News at 5p						1			1	\$360.00	\$360.00	Salt Lake City (KUTV)		8/30/12
17.0	Normal Line / News	09/04/12-09/06/12	1	:30	5p- News-2 News at 5p			1		1				3	\$1,300.00	\$3,900.00	Salt Lake City (KUTV)		8/30/12
18.0	Normal Line / News	09/07/12-09/07/12	1	:30	6p- News-2 News at 6p						1			1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)		8/30/12
19.0	Normal Line / News	09/05/12-09/06/12	1	:30	6p- News-2 News at 6p				1	1				2	\$1,300.00	\$2,600.00	Salt Lake City (KUTV)		8/30/12
20.0	Normal Line / News	09/08/12-09/08/12	5	:30	5p- News-2 News at 5p						1			1	\$180.00	\$180.00	Salt Lake City (KUTV)		8/30/12
21.0	Normal Line / News	09/09/12-09/09/12	5	:30	5p- News-2 News at 5p							1		1	\$225.00	\$225.00	Salt Lake City (KUTV)		8/30/12
22.0	Normal Line / Prime	09/09/12-09/09/12	3	:30	8p- CBS-The Good Wife (Sunday)								1	1	\$1,300.00	\$1,300.00	Salt Lake City (KUTV)		8/30/12
23.0	Normal Line / News	09/07/12-09/07/12	5	:30	10p- News-2 News at 10p						1			1	\$1,100.00	\$1,100.00	Salt Lake City (KUTV)		8/30/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Media Strategies & Research Denver  
1580 Lincoln St  
Ste 510  
Denver, CO 80203-1507

# Contract # 1365962

**Schedule Dates** 09/04/12-09/09/12  
**Advertiser** Matheson for Congress (73730)  
**Agency** Media Strategies & Research-Denver (1374)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** September 4 through September 9 (470928)  
**Salesperson** Henderson, Kristen (2948)  
**Sales Office** KUTV/KMYU  
**Buyer Name** /  
**Phone/Fax** 11756  
**CPE** 11756  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 08/30/12  
**Last Modified** 08/30/12  
**Entered By** Chantyce Diehl  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$4,194.75  
**Net Total** \$23,770.25  
**Sales Tax**

Salt Lake City (KUTV)	
By Broadcast Month	Spots
Sep. 2012	37
<b>Grand Total:</b>	<b>37</b>

Rate
\$27,965.00
<b>\$27,965.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
24.0	Normal Line / News	09/04/12-09/06/12	1	:30	10P- News-2 News at 10p			1	1	1				3	\$2,500.00	\$7,500.00	Salt Lake City (KUTV)		8/30/12
25.0	Normal Line / News	09/08/12-09/08/12	5	:30	10P- News-2 News at 10p							1		1	\$400.00	\$400.00	Salt Lake City (KUTV)		8/30/12
26.0	Normal Line / News	09/09/12-09/09/12	5	:30	10P- News-2 News at 10p								1	1	\$850.00	\$850.00	Salt Lake City (KUTV)		8/30/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



# Station Order Revised Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Tuesday, September 04, 2012 to Sunday, September 09, 2012

11756

**Contact:** Kristen Henderson  
**Email:** KHenderson@kutv2.com

**Phone:** 801-973-3000  
**Fax:** 801-839-1101  
**Direct:** 801-839-1119

## KUTV-TV

Program Name	DP	Days Length	Gross Rate	Tue Sep 04	Wed Sep 05	Thu Sep 06	Fri Sep 07	Sat Sep 08	Sun Sep 09	Total
KUTV 5a News 5:00 AM 5:30 AM	EM	M-F 30	\$225.00 <b>\$225.00</b>		1					1
KUTV 5:30a News 5:30 AM 6:00 AM	EM	M-F 30	\$350.00 <b>\$700.00</b>	1		1				2
KUTV 5:30a News 5:30 AM 6:00 AM	EM	M-F 30	\$350.00 <b>\$350.00</b>				1			1
Sold out at LUR per KUTV. Move to L1 to clear.										
KUTV 6a News 6:00 AM 8:00 AM	EM	M-F 30	\$250.00 <b>\$250.00</b>				1			1
KUTV 6a News 6:00 AM 8:00 AM	EM	M-F 30	\$900.00 <b>\$900.00</b>		1					1
CBS This Morning 8:00 AM 9:00 AM	EM	M-F 30	\$115.00 <b>\$115.00</b>				1			1
CBS This Morning 8:00 AM 9:00 AM	EM	M-F 30	\$400.00 <b>\$1,200.00</b>	1	1	1				3
CBS Sunday Morn 8:00 AM 9:30 AM	EM	Su 30	\$225.00 <b>\$225.00</b>						1	1
KUTV Noon News 12:00 PM 1:00 PM	DT	M-F 30	\$500.00 <b>\$500.00</b>	1						1
Fresh Living 1:00 PM 1:30 PM	DT	M-F 30	\$300.00 <b>\$300.00</b>			1				1
Family Feud 3:30 PM 4:00 PM	EF	M-F 30	\$200.00 <b>\$200.00</b>		1					1
KUTV 4p News 4:00 PM 4:30 PM	EN	M-F 30	\$600.00 <b>\$1,200.00</b>	1		1				2

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/30/2012 2:31:34 PM

KUTV-TV

Page 1 of 3

suzannel@mediastrategies.com



# Station Order Revised

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Tuesday, September 04, 2012 to Sunday, September 09, 2012

11756

**Contact:** Kristen Henderson  
**Email:** KHenderson@kutv2.com

**Phone:** 801-973-3000  
**Fax:** 801-839-1101  
**Direct:** 801-839-1119

### KUTV-TV

Program Name	DP	Days	Length	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 04	Sep 05	Sep 06	Sep 07	Sep 08	Sep 09	
KUTV 4p News	EN	M-F		\$135.00				1			1
4:00 PM 4:30 PM			30	\$135.00							
KUTV 4:30p News	EN	M-F		\$700.00	1	1	1				3
4:30 PM 5:00 PM			30	\$2,100.00							
KUTV 4:30p News	EN	M-F		\$150.00				1			1
4:30 PM 5:00 PM			30	\$150.00							
KUTV 5p News	EN	M-F		\$360.00				1			1
5:00 PM 5:30 PM			30	\$360.00							
KUTV 5p News	EN	M-F		\$1,300.00	1	1	1				3
5:00 PM 5:30 PM			30	\$3,900.00							
KUTV 6p News	EN	M-F		\$1,000.00				1			1
6:00 PM 6:30 PM			30	\$1,000.00							
Sold out at LUR per KUTV. Move to L1 to clear.											
KUTV 6p News	EN	M-F		\$1,300.00		1	1				2
6:00 PM 6:30 PM			30	\$2,600.00							
Saturday 5p News	EN	Sa		\$180.00					1		1
5:00 PM 6:00 PM			30	\$180.00							
Sunday 5p News	EN	Su		\$225.00						1	1
5:00 PM 6:00 PM			30	\$225.00							
The Good Wife	PT	Su		\$1,300.00						1	1
8:00 PM 9:00 PM			30	\$1,300.00							
Sold out at LUR per KUTV. Move to L2 to clear.											
KUTV 10p News	LN	M-F		\$1,100.00				1			1
10:00 PM 10:35 PM			30	\$1,100.00							
KUTV 10p News	LN	M-F		\$2,500.00	1	1	1				3
10:00 PM 10:35 PM			30	\$7,500.00							

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/30/2012 2:31:34 PM

KUTV-TV

Page 2 of 3

suzannel@mediastategies.com



# Station Order Revised Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Tuesday, September 04, 2012 to Sunday, September 09, 2012

11756

**Contact:** Kristen Henderson  
**Email:** KHenderson@kutv2.com

**Phone:** 801-973-3000  
**Fax:** 801-839-1101  
**Direct:** 801-839-1119

## KUTV-TV

Program Name	DP	Days Length	Gross Rate	Tue Sep 04	Wed Sep 05	Thu Sep 06	Fri Sep 07	Sat Sep 08	Sun Sep 09	Total
Saturday 10p News 10:00 PM 10:35 PM	LN	Sa 30	\$400.00 <b>\$400.00</b>					1		1
Sunday 10p News 10:00 PM 10:35 PM	LN	Su 30	\$850.00 <b>\$850.00</b>						1	1
<b>Station Gross Totals</b>			<b>\$27,965.00</b>	<b>7</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>2</b>	<b>4</b>	<b>37</b>

Suzanne Collins

### Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 8/30/2012 2:31:34 PM

KUTV-TV

Page 3 of 3





# Station Order Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Tuesday, September 04, 2012 to Sunday, September 09, 2012

11756

**Contact:** Kristen Henderson

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**Email:** KHenderson@kutv2.com

**Fax:** 801-839-1101

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## KUTV-TV

NON-WINDOW RATES ——— X

LUR CANDIDATE RATES EFFECTIVE 9/7

						Tue	Wed	Thu	Fri	Sat	Sun	Total
			Days	Gross		Sep	Sep	Sep	Sep	Sep	Sep	
Program Name	DP	Length		Rate		04	05	06	07	08	09	
KUTV 5a News	EM	M-F		\$80.00			1		1			2
5:00 AM 5:30 AM		30		\$160.00	\$225				OK			
KUTV 5:30a News	EM	M-F		\$135.00		1		1				2
5:30 AM 6:00 AM		30		\$270.00	\$350							
KUTV 6a News	EM	M-F		\$250.00		1	1	1	1			4
6:00 AM 8:00 AM		30		\$1,000.00	\$700				OK			
CBS This Morning	EM	M-F		\$115.00		1	1	1	1			4
8:00 AM 9:00 AM		30		\$460.00	\$400				OK			
CBS Sunday Morn	EM	Su		\$225.00							1	1
8:00 AM 9:30 AM		30		\$225.00							OK	
Price is Right	DT	M-F		\$250.00			1					1
9:00 AM 10:00 AM		30		\$250.00	\$1000							
Lets Make a Deal	DT	M-F		\$110.00	\$400				1			1
11:00 AM 12:00 PM		30		\$110.00								
US OPEN AIRS 10:30A-4P ON 9/7												
KUTV Noon News	DT	M-F		\$120.00			1					1
12:00 PM 1:00 PM		30		\$120.00	\$500							
Fresh Living	DT	M-F		\$70.00	\$300			1				1
1:00 PM 1:30 PM		30		\$70.00								
The Talk	DT	M-F		\$150.00	\$700		1					1
2:00 PM 3:00 PM		30		\$150.00								
Ricki Lake	EF	M-F		\$200.00		1		1	1			3
3:00 PM 4:00 PM		30		\$600.00								
PROGRAM DOES NOT AIR UNTIL 9/10 (FAMILY FEUD/INSIDE EDITION AIRS)												
KUTV 4p News	EN	M-F		\$135.00		1	1	1	1			4
4:00 PM 4:30 PM		30		\$540.00	\$600				OK			

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/29/2012 3:08:49 PM

KUTV-TV

Page 1 of 2

suzannel@mediastategies.com



# Station Order

## Matheson for Congress 2012

**Market:** Salt Lake City-Ogden

Estimate ID

**Flight Dates:** Tuesday, September 04, 2012 to Sunday, September 09, 2012

11756

**Contact:** Kristen Henderson

**Phone:** 801-973-3000

**Email:** KHenderson@kutv2.com

**Fax:** 801-839-1101

**Direct:** 801-839-1119

### KUTV-TV

#### NON-WINDOW RATES

#### LWR CANDIDATE RATES EFFECTIVE 9/7

Program Name	DP	Length	Days	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Sep 04	Sep 05	Sep 06	Sep 07	Sep 08	Sep 09	
KUTV 4:30p News	EN	M-F		\$150.00	1	1	1	1			4
4:30 PM 5:00 PM		30		\$600.00	\$700			OK			
KUTV 5p News	EN	M-F		\$360.00	1	1	1	1			4
5:00 PM 5:30 PM		30		\$1,440.00	\$1360			OK			
KUTV 6p News	EN	M-F		\$360.00	1	1	1	1			4
6:00 PM 6:30 PM		30		\$1,440.00	\$1300			\$1000			
Ent Tonight	PA	M-F		\$425.00		1					1
6:30 PM 7:00 PM		30		\$425.00	\$1750						
60 Minutes	PT	Su		\$700.00						1	1
6:00 PM 7:00 PM		30		\$700.00						\$1750	
KUTV 10p News	LN	M-F		\$1,100.00	1	1	1	1			4
10:00 PM 10:35 PM		30		\$4,400.00	\$2500			OK			
Saturday 10p News	LN	Sa		\$600.00					1		1
10:00 PM 10:35 PM		30		\$600.00					\$400		
Sunday 10p News	LN	Su		\$850.00						1	1
10:00 PM 10:35 PM		30		\$850.00					OK		
Letterman	LF	M-F		\$275.00			1				1
10:35 PM 11:35 PM		30		\$275.00	\$1000						
<b>Station Gross Totals</b>				<b>\$14,685.00</b>	<b>10</b>	<b>11</b>	<b>11</b>	<b>10</b>	<b>1</b>	<b>3</b>	<b>46</b>

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/29/2012 3:08:49 PM

KUTV-TV

Page 2 of 2

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